

CLAIMS

What is claimed is:

1. An apparatus comprising:
 - an electronic device;
 - an interchangeable covering designed to at least partially cover the electronic device, including an electronic component embedded within the interchangeable covering, the electronic component having data encoded thereon; and
 - a coupler to facilitate exchange of said data between the electronic device and the embedded electronic component in the interchangeable covering.
2. The apparatus of claim 1, wherein the electronic device is a selected one from an electronic device group comprising at least one of a mobile phone, a personal digital assistant, a handheld personal computer, a media player and a game console.
3. The apparatus of claim 1, wherein the interchangeable covering is a selected one from a covering group comprising at least one of an interchangeable rigid faceplate and an interchangeable skin, each having a surface design to be complemented by personalization resulted from said exchange of data.
4. The apparatus of claim 1, wherein the electronic component embedded within the interchangeable covering is a selected one from a component group comprising at least one of a central processing unit (CPU), a random access memory (RAM), a read

only memory (ROM), a subscriber identity module (SIM) smart card, and an electrically erasable programmable read only memory (EEPROM).

5. The apparatus of claim 1, wherein the coupler comprises a contact coupler.
6. The apparatus of claim 5 further comprising:
 - a plurality of contact pads coupled to the electronic component embedded within the interchangeable covering; and
 - a plurality of contact pins included in the mobile electronic device to facilitate transfer of data to and from the mobile electronic device and the electronic component embedded within the interchangeable covering.
7. The apparatus of claim 1, wherein the coupler comprises a contactless coupler.
8. The apparatus of claim 7 further comprising a winding of a conductive material coupled to the electronic component embedded within the interchangeable covering, the winding embedded within the interchangeable covering.
9. The apparatus of claim 1, wherein the data exchanged comprises at least one of a name, a phone number, a resource server specification, an email address, an electronic coupon, a font style, an identifier of the covering, an approval code, and executable code implementing an additional function.

10. The apparatus of claim 1, wherein the data exchanged comprises an audio data file.

11. The apparatus of claim 1, wherein the data exchanged comprises a media file.

12. The apparatus of claim 1, wherein the data exchanged comprises data for setting a voice utilized for messaging functions.

13. An apparatus comprising:

a cover to cover an electronic device; and

an electronic component embedded within the cover, the electronic component including

- a medium encoded with data, and
- an interface to facilitate provision of said data to the covered electronic device.

14. The apparatus of claim 13, wherein the electronic device is an electronic device selected from a group comprising at least one of a mobile phone, a personal digital assistant, a handheld personal computer, a media player and a game console.

15. The apparatus of claim 13, wherein the cover is a covering selected from a covering group comprising at least one of an interchangeable rigid faceplate and an

interchangeable skin, each having a surface design to be complemented by personalization resulted by said provision of the encoded data to the electronic device.

16. The apparatus of claim 13, wherein the electronic component embedded within the cover is a selected one from a component group comprising at least one of a central processing unit (CPU), a random access memory (RAM), a read only memory (ROM), a subscriber identity module (SIM) smart card, and an electrically erasable programmable read only memory (EEPROM).

17. The apparatus of claim 13, wherein the interface comprises a selected one of a contact coupler and a contactless coupler.

18. The apparatus of claim 17 wherein in the case of a contact coupler, the interface further comprises a plurality of contact pads.

19. The apparatus of claim 13, wherein the medium comprises a selected one of a bar code and a magnetic stripe.

20. The apparatus of claim 19 the interface comprises a corresponding selected one a bar code reader and a magnetic stripe reader.

21. The apparatus of claim 13, wherein the data comprises at least one of a name, a phone number, a resource server specification, an email address, an electronic coupon,

a font style, an identifier of the covering, an approval code, and executable code implementing an additional function.

22. The apparatus of claim 13, wherein the data comprises an audio data file.
23. The apparatus of claim 13, wherein the data comprises a compressed media file.
24. The apparatus of claim 13, wherein the data comprises data for setting a voice utilized messaging functions.
25. A method comprising:
 - facilitating an exchange of data between an interchangeable covering, having an embedded electronic component, and an electronic device, the data being stored in said embedded electronic component; and
 - executing instructions in the electronic device based on the exchanged data.
26. The method of claim 25, wherein said facilitating comprises determining if the interchangeable covering has data to be exchanged.
27. The method of claim 25, wherein said executing comprises initializing a selected one of personalizing data and additional function in the electronic device.

28. The method of claim 25 further comprising:
- determining whether the electronic device is idle;
- if the electronic device is idle, contacting a resource server containing at least a selected one of personalizing data and additional function; and
- receiving at least a selected one of one or more additional personalizing data and additional function from the resource server.
29. The method of claim 25 further comprising:
- receiving a resource server specification from the interchangeable covering; and
- using the resource server specification to contact a resource server.
30. The method of claim 29, wherein the resource server specification comprises a Uniform Resource Locator (URL).
31. The method of claim 25, wherein facilitating comprises determining if contact is formed between the electronic device and the interchangeable covering.
32. The method of claim 31, wherein determining if contact is formed comprises determining if contacts of the electronic device are in physical contact with contacts of the interchangeable covering.

33. The method of claim 25, wherein the interchangeable covering is a selected one from a covering group comprising at least one of an interchangeable rigid faceplate and an interchangeable skin, each having a surface design to be complemented by personalization resulted from said exchange of data.

34. The method of claim 25, wherein facilitating comprises determining if a contact coupler is present.

35. The method of claim 25, wherein facilitating comprises determining if a contactless coupler is present.

36. The method of claim 25, wherein executing comprises initializing a ring tone corresponding to the exchanged data.

37. The method of claim 25, wherein facilitating exchange of data comprises facilitating exchange of a selected one of personalizing related data and additional function with a microprocessor/storage chip embedded in the interchangeable covering.

38. The method of claim 37, wherein said microprocessor/storage chip is a selected one from an electronic component group comprising at least one or more of a central processing unit (CPU), a random access memory (RAM), a read only memory (ROM), a subscriber identity module (SIM) smart card, and an electrically erasable programmable read only memory (EEPROM).

39. An article comprising

a machine accessible medium having instructions encoded therein, the instructions, when executed on an electronic device, facilitate an exchange of data between an interchangeable covering, having an embedded electronic component containing the exchanged data, and the electronic device, and thereafter, tailor the execution of the instructions on the electronic device based on the exchanged data.

40. The article of claim 39, wherein the electronic device is an electronic device selected from a group comprising at least one of a mobile phone, a personal digital assistant, a handheld personal computer, a media player and a game console.

41. The article of claim 39, wherein the data exchanged comprises at least one of a name, a phone number, a resource server specification, an email address, an electronic coupon, a font style, an identifier of the covering, an approval code and executable instructions implementing additional function.

42. The article of claim 41, wherein the data exchanged comprises an audio data file.

43. The article of claim 39, wherein the interchangeable covering is a selected one from a covering group comprising at least one of an interchangeable rigid faceplate and an interchangeable skin, each having a surface design to be complemented by personalization resulted said exchange of data.

44. The article of claim 39, wherein the electronic device is a telephony related device, and the data exchanged comprises data for setting a voice utilized for messaging functions.

45. The article of claim 39, wherein the electronic device is a wireless mobile phone, and said instructions, when executed, initialize a ring tone corresponding to the exchanged data.

46. An apparatus comprising:

cover means to cover an electronic device; and

data provision means embedded within the cover, the data provision means including

medium means encoded with data, and

interface means to facilitate provision of said data to the covered electronic device.

47. The apparatus of claim 46, wherein said cover means is a covering selected from a covering group comprising at least one of an interchangeable rigid faceplate and an interchangeable skin, each having a surface design to be complemented by personalization resulted by said provision of the encoded data to the electronic device.

48. The apparatus of claim 46, wherein the data provision means embedded within the cover means is a selected one from a component group comprising at least one of a central processing unit (CPU), a random access memory (RAM), a read only memory (ROM), a subscriber identity module (SIM) smart card, and an electrically erasable programmable read only memory (EEPROM).

49. The apparatus of claim 46, wherein the interface means comprises a selected one of a contact coupler and a contactless coupler.

50. The apparatus of claim 46, wherein the data comprises at least one of a name, a phone number, a resource server specification, an email address, an electronic coupon, a font style, an identifier of the covering, an approval code, and executable code implementing an additional function.

51. The apparatus of claim 46, wherein the data comprises a selected one of an audio data file, a compressed media file and a voice utilized messaging function.

52. An electronic device comprising:
first electronic components;
a body encasing the first electronic components, the body having physical attributes designed to facilitate reception of a cover to cover the body; and

an interface disposed on said body designed to mate with an interface of a second electronic component embedded within said cover, to facilitate receipt of data encoded in a medium of said second embedded electronic component.

53. The electronic device of claim 52, wherein said cover is a covering selected from a covering group comprising at least one of an interchangeable rigid faceplate and an interchangeable skin, each having a surface design to be complemented by personalization resulted by said provision of the encoded data to the electronic device.

54. The electronic device of claim 52, wherein said second electronic component embedded within the cover is a selected one from a component group comprising at least one of a central processing unit (CPU), a random access memory (RAM), a read only memory (ROM), a subscriber identity module (SIM) smart card, and an electrically erasable programmable read only memory (EEPROM).

55. The electronic device of claim 52, wherein the interface comprises a selected one of a contact coupler and a contactless coupler.

56. The electronic device of claim 52, wherein the data comprises at least one of a name, a phone number, a resource server specification, an email address, an electronic coupon, a font style, an identifier of the covering, an approval code, and executable code implementing an additional function.

57. The electronic device of claim 52, wherein the data comprises a selected one of an audio data file, a compressed media file and a voice utilized messaging function.

58. The electronic device of claim 52, wherein the electronic device is a mobile communication device.

59. The electronic device of claim 58, wherein the mobile communication device is a wireless mobile phone.

NOTICE OF PROSECUTION